

NEW FEATURE

How To Leverage Bank Data In Peer-to-Peer

The Problem

As part of your credit union's overall strategy for 2017, you are researching local and regional competitors, including banks. You want to look at assets, loans, efficiency and employee metrics that match your credit union model. Unfortunately, analyzing multiple data sources is taking too much time.

The Solution

Did you know that, in addition to the full 5300 call report, you can analyze bank data in Peer-to-Peer as well? We recently optimized the Bank Data folder and mapped the entire bank call report so you can view your credit union's data alongside local and national banks to fully gauge how you compare in the marketplace. It is updated quarterly so you can always be on top of the trends.

Our analysts worked hard to map relevant FDIC bank call report fields to NCUA call report fields whenever applicable. However, several metrics are either not reported by banks or are not a relevant "apples-to-apples" comparison.

Here's How You Might Use It.

You are a credit union in Richmond, Virginia metropolitan area and want to compare your credit union versus other credit unions and banks doing business in Richmond and the surrounding counties. **Where do you start?**

- ➔ Create a peer group of local or similarly sized banks. You can do this the same way you create credit union peer groups using the drop down under Comparison Set along the top of the program.
- ➔ Explore the folder in the left-side navigation called **Bank Comparisons**. Here you'll find all our pre-built ratios and displays including lending, efficiency, growth, and employee metrics.

Looking to learn more about bank data? Log into Peer-to-Peer or visit Callahan.com/support for more details.

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